

We claim:

1. An isolated nucleic acid molecule comprising SEQ ID NO:1 or SEQ ID NO: 14.
2. An expression vector comprising the nucleic acid molecule of claim 1, operably linked to a heterologous gene that encodes a gene product.
3. The expression vector of claim 2, wherein the vector is pQE70, pQE60, pQE-9 (Qiagen), pBS, pD10, phagescript, psiX174, pbluescript SK, pbsks, pNH8A, pNH16a, pNH18A, pNH46A (Stratagene), ptrc99a, pKK223-3, pKK233-3, pDR540, pRIT5 (Pharmacia); pWLNEO, pSV2CAT, pOG44, pXT1, pSG (Stratagene), pSVK3, pBPV, pMSG, or pSVL (Pharmacia).
4. The vector of claim 2, wherein the heterologous gene is a reporter gene.
5. The vector of claim 4, wherein the reporter gene is selected from the group consisting of luciferase, secreted alkaline phosphatase, GFP,  $\beta$ -galactosidase, and cholramphenicol acetyltransferase.
6. An isolated host cell transformed with the vector of claim 2.
7. The host cell of claim 6, wherein the host cell is selected from the group of a bacterial cell, fungal cell; yeast cell; animal cell, and plant cell.
8. The host cell of claim 7, wherein the animal cell is a mammalian cell.
9. The host cell of claim 8; wherein the mammalian cell is a human cell.
10. The isolated nucleic acid molecule of claim 1, wherein the sequence is a human sequence.
11. The isolated nucleic acid molecule of claim 1, wherein the sequence exhibits promoter activity.
12. The isolated nucleic acid molecule of claim 1, wherein the molecule specifically hybridizes to a coding sequence comprising SEQ ID NO: 15.

13. An isolated human nucleic acid molecule fragment of at least about 500 nucleotides of SEQ ID NO:1, wherein the fragment exhibits promoter activity.

14. An expression vector comprising the nucleic acid molecule fragment of claim 13, wherein the vector is operably linked to a heterologous gene that encodes a gene product.

15. The expression vector of claim 14, wherein the vector is pQE70, pQE60, pQE-9 (Qiagen), pBS, pD10, phagescript, psiX174, pbluescript SK, pbsks, pNH8A, pNH16a, pNH18A, pNH46A (Stratagene), ptrc99a, pKK223-3, pKK233-3, pDR540, pRIT5 (Pharmacia); pWLNEO, pSV2CAT, pOG44, pXT1, pSG (Stratagene), pSVK3, pBPV, pMSG, or pSVL (Pharmacia).

16. The vector of claim 14, wherein the heterologous gene is a reporter gene.

17. The vector of claim 16, wherein the reporter gene is selected from the group consisting of luciferase, secreted alkaline phosphatase, GFP,  $\beta$ -galactosidase, and chlramphenicol acetyltransferase.

18. An isolated host cell transformed with the vector of claim 14.

19. The host cell of claim 18, wherein the cell is a human cell.

20. The fragment of claim 13, wherein the fragment specifically hybridizes to a coding sequence comprising SEQ ID NO: 15.